

**METHOD, APPARATUS AND COMPUTER PROGRAM PRODUCT FOR  
INTUITIVE ENERGY MANAGEMENT OF A SHORT-RANGE  
COMMUNICATION TRANSCEIVER ASSOCIATED WITH A MOBILE  
TERMINAL**

**ABSTRACT OF THE DISCLOSURE**

The method, terminal and computer program product determine the acceleration of a mobile terminal associated with the short-range communication transceiver and adjusts the power consumption of the short-range communication transceiver based upon whether a predefined acceleration threshold has been exceeded. To adjust the power consumption, the frequency at which the transceiver is activated may be altered. Thus, the power consumption of the transceiver may be reduced when the acceleration threshold is exceeded and/or may be increased when the acceleration threshold is not exceeded. Due to the adjustment of power consumption by transceivers, power is conserved in the mobile terminals associated with transceivers, which permits the mobile terminals and the transceivers to operate longer without requiring charging or replacement of the power supply.

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